



## **WirelessEmporium.com Launches New Wireless Accessories Website**

*But old-fashioned service and value drive its phone accessory business*

**Fullerton, CA** – Wednesday, March 29, 2006 – WirelessEmporium.com, Inc., a leading Internet wireless and cellular phone accessory merchant, has grown from a successful start-up in 2001 to a position of prominence in a fast-growing vertical market.

Business partners Eugene E. Ku and Tony S. Lee saw the future of phone and other wireless accessories four years ago when they parlayed their tech backgrounds into Wireless Emporium. Although they founded their business during the 2001 recession, today, they stand at the helm of a million-dollar Internet based wireless and cell phone accessory company proving that good management can overcome bad timing.

"Our model is not as much 'built' on price as it is on value," said Ku, Co-Founder/VP of Marketing and Business Development. "Value for us, beyond offering a competitive price, includes an industry-setting standard unconditional money-back guarantee and warranty, along with first-class free shipping on every order. These incentives are a permanent part of our business model and create maximum value for our customers, that cannot be found anywhere else online" he said.

The company's slogan, 'The Best TOTAL Price Online – Everyday,' exemplifies the owners' commitment to these value propositions. According to them, if a customer perceives good value from a transaction, they will not only purchase more, but will promote your service on your behalf.

"According to an independent research firm over 700 million cell phones were shipped in 2005 and that figure is projected to rise by 80 million this year," said Lee, Co-Founder/VP of Sales and Merchandising. "What started out as a functional device has become a personal fashion statement and most accessories play on both roles. For example, many Bluetooth headsets are now smaller, sleeker, and come in different colors. Functional accessories illicit interest while their styling creates the buzz," he said.

### **About Wireless Emporium, Inc.**

Wireless Emporium, Inc. is a recognized leader in the wireless accessory market supplying over 10,000 manufacturer-direct products to consumers, businesses, education and government institutions through their Web sites: [www.WirelessEmporium.com](http://www.WirelessEmporium.com), [www.CellularOutfitter.com](http://www.CellularOutfitter.com), [www.CellphoneAccents.com](http://www.CellphoneAccents.com), and [www.PhoneSale.com](http://www.PhoneSale.com). Their product line includes chargers, batteries, Bluetooth headsets, data connectivity products plus cell phone plans, ringtones, games, graphics and one of the largest selection of cell phone faceplates online at discount prices with free shipping on every order regardless of size. The California-based retailer services hundreds of thousands of customers in the U.S. and Canada and was named one of the "Fastest Growing Private Companies" by the Orange County Business Journal (October, 2007). One of the pioneering online retailers of cell phone accessories, they now set the standard as the leader in wireless accessories.

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